

"NATALINI HITS A HOME RUN"

Recently, TR N. Natalini of the Syracuse, NY Division proved that patience and determination can win the war in the store. TR Natalini sold the Taylor Oil Convenience Store Chain (6 stores), headquartered in Baseball's Hall of Fame Town of Cooperstown, NY, our Base Contract program, Co-Marketing, and an enhanced 15" x 49" sign to be placed in the stores windows for all to see. Last fall, this chain entered into the PM's Masters Program eliminating our over-heads, Preferred Presence displays (counter and floor), and most of our advertising. By working closely with the chain, keeping the communication lines open on all new contracts, programs, and promotions, Natalini eliminated PM's control over this chain and enabled RJR to be competitive within each store.

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